

Categories of Distraction

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Attentive Driving: Countermeasures for Distraction

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Driver Distraction: What To Do?

- Engineering
 - Glances inside vehicle
- Enforcement
 - Texting bans
- Education
 - Distractology 101



Driver Distraction: Categories

Sources	Eyes Off Road		Eyes On Road
	Inside	Outside	
I. Tuning the radio	X		
II. Texting	X		X
III. Billboard		X	
IV. Digital Billboard		X	X
V. Conversing			X

Driver Distraction: Engineering

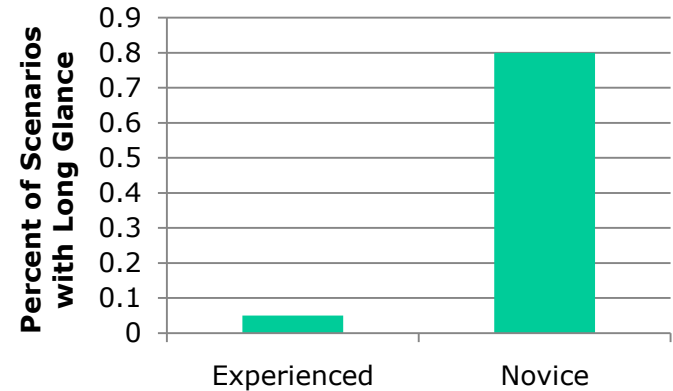
Sources	Eyes Off Road		Eyes On Road
	Inside	Outside	
I. Tuning the radio	< 2		
II. Texting	< 2		Min?
III. Billboard		Max?	
IV. Digital Billboard		Max?	Min?
V. Conversing			?

Driver Distraction: Enforcement

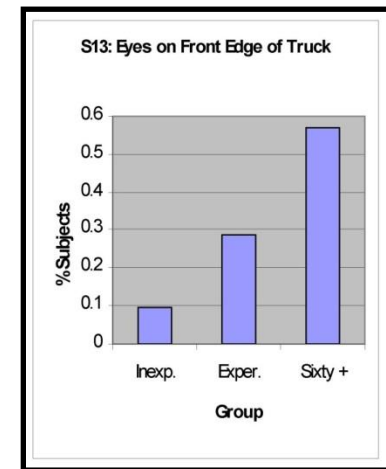
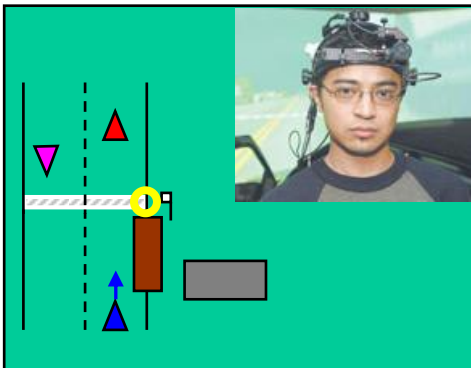
Sources	Eyes Off Road		Eyes On Road	Action
	Inside	Outside		
I. Tuning the radio	X			
II. Texting	X		X	Lock out
III. Billboard		X		
IV. Digital Billboard		X	X	
V. Conversing			X	Cell phones

Driver Distraction: Novice and Experienced Drivers

- Glances inside the vehicle



- Glances outside the vehicle



Driver Distraction: Education

Sources	Eyes Off Road		Eyes On Road	Training
	Inside	Outside		
I. Tuning the radio	X			Web, PC, Simulator
II. GPS	X		X	Web, PC, Simulator
III. Billboard		X		?
IV. Digital Billboard		X	X	?
V. Conversing			X	Web, PC, Simulator